

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicants** : Thomas L. Barnhart and Joel Brooks : **File No.:** 170707-1016  
**Ser. No.** : 10/681,587 : **Art Unit:** 3622  
**Filed** : October 7, 2003 : **Examiner:** Jean D. Janvier  
**For** : A METHOD FOR INCREASING  
WEB SITE TRAFFIC

**RESPONSE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Applicant hereby responds to the Office Action mailed August 10, 2007 in the patent application identified above as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.